

Abstract of the Disclosure

A method and apparatus for providing an improved interactive menu structure for an on-screen program guide within an interactive information distribution system. The menu structure is generated in service provider equipment and delivered to subscriber equipment as a digital video bitstream. The menu structure enables a viewer to view program schedules in an interactive manner with substantially no latency when switching from one program guide page to another. A mask and reveal technique is used to provide an interactive environment through which a viewer can identify programming, preview programming, launch multi-media programming for viewing, and cause other events within an information distribution system to occur.

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